WHAT IS CLAIMED IS:

1. A coloring composition for dyeing, printing, or coating comprising:

an aqueous-emulsion-type acrylic pressure-sensitive adhesive;

a cationic water-soluble polymer; and

functional compounds such as a dye, pigment, drug, deodorant, perfume, or the like,

said coloring composition being obtained by mixing said aqueous-emulsion-type acrylic pressure-sensitive adhesive with said cationic water-soluble polymer and then mixing a resultant mixture with said functional compounds.

2. A coloring composition according to claim 1, wherein said aqueous-emulsion-type acrylic pressure-sensitive adhesive comprises an aqueous medium and a resin component, and said resin component contains an acrylic monomer and a vinyl acetate monomer as polymeric monomer components.

3. A coloring composition according to claim 1, wherein said aqueous-emulsion-type acrylic pressure-sensitive adhesive comprises an aqueous medium and a resin component, and said resin component contains ethylene and a vinyl acetate monomer as polymeric monomer components.

4. A coloring composition according to claim 1, wherein a particle charge of said aqueous-emulsion-type acrylic pressure-sensitive adhesive is anionic.

5. A coloring composition according to claim 1, wherein said functional compounds are anionic in an aqueous medium.

6. A coloring composition according to claim 1, wherein said cationic water-soluble polymer comprises a monoarylamine derivative represented by the following formula or a polymer of a salt thereof, or copolymer of a monoarylamine derivative or a polymer of a salt thereof and a monomer having unsaturated double bond copolymerizable with said polymers:

$$CH_2 = CH - CH_2 - NHR$$

(wherein R represents a hydrogen atom, an alkyl group having 1 to 18 carbon atoms, a substituted alkyl group, an aralkyl group, or a cycloalkyl group.)

7. A coating composition obtained by mixing an aqueous-emulsion-type acrylic pressure-sensitive adhesive with a cationic water-soluble polymer.

8. A coating composition according to claim 7, wherein said

aqueous-emulsion-type acrylic pressure-sensitive adhesive consists of an aqueous medium and a resin component, and said resin component contains an acrylic monomer and a vinyl acetate monomer as polymeric monomer components.

9. A coating composition according to claim 1, wherein said aqueous-emulsion-type acrylic pressure-sensitive adhesive consists of an aqueous medium and a resin component, and said resin component contains ethylene and a vinyl acetate monomer as polymeric monomer components.

10. A coating composition according to claim 7, wherein a particle charge of said aqueous-emulsion-type acrylic pressure-sensitive adhesive is anionic.

11. A coating composition according to claim 7, wherein said cationic water-soluble polymer comprises a monoarylamine derivative represented by the following formula or a polymer of a salt thereof, or copolymer of a monoarylamine derivative or a polymer of a salt thereof and a monomer having unsaturated double bond copolymerizable with said polymers:

$$CH_2 = CH - CH_2 - NHR$$

(wherein R represents a hydrogen atom, an alkyl group having 1 to 18 carbon atoms, a substituted alkyl group, an aralkyl group, or a cycloalkyl group.)